

Heather Sun | Graphic Design and Illustration

EDUCATION

Stevenson University

Bachelor of Arts in Visual
Communication & Design

Howard Community College

Associate Degree in Graphic
Design

Rouse Scholars Honor Society

Phi Theta Kappa Honor Society

SKILLS

Programs

- **Adobe Creative Suite**
 - Acrobat
 - Illustrator
 - InDesign
 - Lightroom
 - Photoshop
- **Microsoft Office**
 - Excel
 - PowerPoint
 - Word
- **Apple Procreate**

Technical Skills

- Interpersonal communication
- Marketing & strategy
- Project management
- Digital & traditional illustration
- Handlettering & typography
- Photography & editing/
retouching
- Creative writing & content
creation
- Bilingual (Mandarin Chinese)

WORK EXPERIENCE

CCI Health Services, Graphic Designer

November 2021–Present

- Implement and maintain brand consistency across all internal, external, and digital materials following a full organizational rebrand
- Conceptualize and design targeted marketing campaigns by segmenting audiences into patient, donor, and staff groups
- Work with program directors to develop sub-brands for medical services, events, and initiatives to improve audience recognition and engagement
- Create and refresh public health awareness campaigns in collaboration with program directors; campaigns are reused and adapted annually
- Design and manage merchandise and apparel for public campaigns, maintaining CCI's digital storefront
- Produce donor materials including Purpose magazine, annual reports, and needs assessments, ensuring alignment with mission and tone
- Coordinate with vendors to maintain marketing supply inventory and specialty print needs
- Design and update environmental signage, clinic wayfinding, and print/digital ads for community outreach
- Create internal resources such as benefit guides, interactive forms, presentations, and letterheads to streamline staff communication

Adventure Theatre MTC, Marketing Manager & Graphic Designer

May 2020–October 2021

- Directed marketing strategy for academy enrollment and production ticket sales, including email, social media, and print campaigns
- Coordinated departmental marketing meetings and analyzed campaign performance for continuous improvement
- Designed advertising assets for digital and print publications; managed vendor relationships and ad placements
- Managed website updates and restructuring using WordPress, including creation of supporting graphics
- Developed branding for digital programming to complement existing company identity
- Illustrated show posters and promotional graphics, increasing engagement with online programming during pandemic restrictions
- Designed internal collateral such as business cards, letterheads, and presentations

National Aquarium in Baltimore, Exhibition & Graphic Designer

July 2019–January 2020

- Designed, produced, and installed new exhibit graphics and signage to enhance visitor engagement
- Updated and maintained signage to meet new brand guidelines, coordinating installation and repair across exhibit spaces